

The Farmer Receives More Than Five Thousand Dollars a Minute From Swift & Company

This amount is paid to the farmer for live stock, by Swift & Company alone, during the trading hours of every business day.

All this money is paid to the farmer through the open market in competition with large and small packers, shippers, speculators and dealers.


The farmer, feeder, or shipper receives every cent of this money (\$300,000 an hour, nearly \$2,000,000 a day, \$11,500,000 a week) in cash, on the spot, as soon as the stock he has just sold is weighed up.

Some of the money paid to the farmer during a single day comes back to the company in a month from sale of products; much does not come back for sixty or ninety days or more. But the next day Swift & Company, to meet the demands made by its customers, must pay out another \$2,000,000 or so, and at the present high price levels keeps over \$250,000,000 continuously tied up in goods on the way to market and in bills owed to the company.

This gives an idea of the volume of the Swift & Company business, and the requirements of financing it. Only by doing a large business can this company turn live stock into meat and by-products at the lowest possible cost, prevent waste, operate refrigerator cars, distribute to retailers in all parts of the country—and be recompensed with a profit of only a fraction of a cent a pound—a profit too small to have any noticeable effect on the price of meat or live stock.

Swift & Company, U. S. A.

Chattanooga Local Branch, 1001-03 Chestnut Street
R. M. McCroan, Manager

A circular logo with the words "SWIFT & COMPANY" around the top inner edge and "U.S.A." around the bottom inner edge. In the center is a large, stylized letter "S".